

business exposure. However, most small businesses in the study area rely on local customers, primarily serving local demands for goods and services. Larger retail centers in Jacksonville and New Bern address the regional needs of long distance/commuter traffic by providing a greater variety of travel-dependent businesses (hotels, gas stations, restaurants, etc).

In the long-term, some existing businesses may relocate along new bypass routes to attract and serve the non-local customers. Some closings of locally owned and operated businesses are possible, although it may not be wholly attributed to this project.

Alternative 2A (Preferred) and 2C would remove commuter traffic from the Town of Maysville. However, existing NC 58 through town would continue to accommodate beach travelers' access.

The Mayor and citizens of Pollocksville were opposed to any alternative which passed through or near the Town. They feared the charm and character of the Town would be destroyed by widening the existing roadway or constructing a new roadway along the abandoned railroad bed. The Town supports alternatives that bypass to the west of Town, including both 4D (Preferred) and 4E.

The US 17 improvement project is perceived as key to development in the area, as discussed in Section 3.2.2.

4.1.2 Land Use and Transportation Planning

4.1.2.1 Land Use Plans

This section addresses the proposed alternatives' general consistency with local land use plans and policies. Discussions on development trends and potential indirect and cumulative impacts as they relate to land use are included in Section 4.2 of this chapter, Indirect and Cumulative Effects.

The Coastal Area Management Act (CAMA) was established in 1974 to manage and protect coastal areas and water resources in eastern North Carolina. The plan supports any transportation upgrades by the NCDOT to improve access to Jones, Onslow, and Craven Counties. Therefore, the remaining Detailed Study Alternatives are consistent with CAMA initiatives, although a permit will be required for this project.

Community of Belgrade. Belgrade does not have its own Growth Management Plan; however, Onslow County maintains a Comprehensive Plan. The *2010 Onslow County Comprehensive Plan* supports the US 17 improvement project as a regional priority. The Detailed Study Alternatives are consistent with this guidance. Because of its impacts to homes and businesses